BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 16: Business Ethics**
Learning aim(s)	**C:** Investigate the impact of ethical and social responsibility issues on business practices
Assignment title	Effective response to a business disaster
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	While investigating ethical behaviour and corporate social responsibility in a number of contrasting businesses you have become aware of the impact unethical behaviour can have on a business. You decide to publish a presentation for your peer group on the effect of poor ethics and CSR. Using research taken from one of the contrasting businesses you used for assignment one, produce an in depth and critically evaluative presentation of the businesses CSR policy and its business practices.

Task 1	You will need to collect examples of how the business promotes ethical behaviour and corporate social responsibility which you will use in the presentation. You should conduct research and then analyse the data to show how the business has dealt with a major disaster that involved a failure of its ethical and/or CSR policies. This disaster could be related to the environment, the businesses trading practices or its production processes. The analysis should include: • identification of the financial and non-financial costs and benefits of following ethical practices and CSR initiatives in the context of the risks identified. • a summary of the disaster and its impact on the business • a reasoned conclusion of how effective the business was at dealing with the disaster. A wide range of stakeholder views must be considered. Factors such as the scale of the response, the language used, any changes to policies and reactions from the media and the public should be discussed. • a personal, reasoned judgement on whether the business met its ethical/CSR obligations or whether its actions were contradictory to its policies. Examples will be used. All conclusions will be fully justified by well-balanced, developed arguments, and be supported by good use of research evidence collected.
Checklist of evidence	● Evidence of research into the response of a business to a business

required	disaster arising from unethical business practices or behaviours that are incompatible with its corporate social responsibilities. ● A presentation that critically evaluates the effectiveness of an organisation's response to a business disaster.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
16/C.D3	Critically evaluate the effectiveness of an organisations's response to a business disaster
16/C.M3	Analyse the effectiveness of an organisations's response to a business disaster
16/C.P6	Explain the effectiveness of an organisation's response to a business disaster
16/C.P5	Explain the impact of a business disaster on an organisation and its key stakeholders
Sources of information to support you with this Assignment	**Websites** **http://www.cipd.co.uk/hr-resources/factsheets/corporate-responsibility.aspx** **https://www.gov.uk/government/publications/how-resilient-is-your-business-to-disaster** **https://www.theguardian.com/business/2007/dec/27/topfivedisasters** The CIPD has a range of factsheets available on CSR. **www.tutor2u.net/business/reference/carrolls-csr-pyramid** **www.tutor2u.net/business/reference/corporate-social-responsibility-elkingtons-triple-bottom-line** **www.tutor2u.net/business/reference/corporate-social-responsibility-csr-revision-video** Tutor2U has factsheets and a revision video aimed at L3 learners.
Other assessment materials attached to this Assignment Brief	N/A